



Apr 28, 2023 08:21 BST

## Norwegian Reward wins international award for best loyalty programme

Norwegian's loyalty programme, Norwegian Reward, has been named the **best loyalty programme** at the prestigious Freddie Awards. Norwegian also received an award in the categories **Best Promotion** and **Best Customer Service**. The Freddie Awards are among the travel industry's most internationally acclaimed awards.

Norwegian has won a Freddie Award in the categories **Programme of the Year**, **Best Promotion** and **Best Customer Service**. Norwegian was nominated in no less than six categories. The Freddie Awards are the largest annual

global awards for loyalty programs within the travel industry. The ceremony was held in Washington D.C.

“Winning a Freddie Award truly is a great honour. This is a true recognition of our loyalty programme as the award is based entirely on members’ votes. We’ve been working hard to keep giving our loyal members better flights for less and we are particularly excited that this award coincides with the launch of our renewed Reward programme in May,” said May Haukedahl Wilson, VP Loyalty and Partnerships at Norwegian.

### **New benefits and more flexibility for Norwegian Reward members**

Norwegian Reward is now being renewed with the same aim as before – to give Norwegian's customers cheaper flights and an even smoother journey. Earning CashPoints and benefits are still at the core of the programme. The more Reward members choose to fly with Norwegian, the more benefits they receive. Norwegian is also adding a range of new benefits for the most frequent flyers.

“Our members have told us that the benefits they can choose from are among the loyalty programme’s most important perks. In addition to greater flexibility when choosing benefits, our members now also can choose free overhead cabin bag as a benefit,” says May Haukedahl Wilson.

Norwegian Reward has won ‘Programme of the Year’ at the Freddies, the top prize in the Europe & Africa category, four times before. In 2020 alongside ‘Programme of the Year’, Reward won the Freddie for ‘Best Promotion’ for the advent calendar, as well as ‘Best Customer Service’ and ‘Best Affinity Credit Card’. Over the years, Reward has also won several other awards, including the Freddie for ‘Best Up-and-Coming Loyalty Programme.’

[Read more about all Norwegian’s awards here.](#)

An overjoyed Norwegian Reward team accepted the Freddie Award for Program of the Year, Best Customer Service and Best Promotion. From left to right: Hollie Rebollo Morten, May Haukedahl Wilson and Christer Buen.

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## About Norwegian

Norwegian is the largest Norwegian airline and one of Europe's leading low-cost carriers. The company has around 4,500 employees and offers a comprehensive route network between Nordic countries and destinations in Europe. Since 2002, more than 300 million passengers have flown with Norwegian. The most important task has been to offer affordable plane tickets to all and to offer more freedom of choice along the journey.

Norwegian is a driving force for sustainable solutions and the transformation of the aviation industry. The company's goal is to reduce its CO2 emissions by 45 percent within 2030. To this means, the company is renewing its fleet, promoting sustainable aviation fuel, reducing its waste, and using wind and weather data to calculate the most efficient fuel-saving flights routes. Norwegian wants to become the sustainable choice for its passengers.

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